

# Continuous Discovery

## □ What is it

- Continuous discovery is an ongoing practice where teams consistently engage with end users to better understand their needs, challenges, and contexts. This approach ensures that teams are not just building things right, but they're building the right things. Continuous discovery is about maintaining a regular rhythm of customer interaction and learning, ensuring that product decisions are grounded in real-world insights.
- Rather than treating discovery as a phase that precedes development, continuous discovery integrates learning and feedback into the everyday workflow of product mindset teams throughout the lifecycle.
- A key prerequisite to establishing a good practice is maintaining a regular dialogue with end users. It is suggested a minimum cadence of a month should be used as a starting benchmark.
- This interaction can take the form of interviews, usability testing, observations, surveys, and other methods to gather insights.
- Please see <https://www.producttalk.org/category/continuous-discovery/> for associated material, blogs and resources.

## □□ Key Benefits / Why is this important

- Faster adaptation: With ongoing insights, teams can more quickly adapt to new information or market changes, keeping the product aligned with user needs.
- Increased Relevance:
- Reduced Risk: By continuously validating ideas and assumptions with real users, teams reduce the risk of building unwanted or ineffective features.

# ☐☐ Techniques supporting this practice

- User interviews
- Observational study
- Data analysis
- Survey

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